

Community Safety and Well-Being (CSWB) Plan

Brandon, Manitoba

SUMMARY DOCUMENT
2026

PREPARED BY
THE CANADIAN CENTRE FOR SAFER COMMUNITIES

Canadian Centre for
Safer Communities



Centre canadien pour des
communautés plus sûres

About this Document

Brandon's Community Safety and Well-Being (CSWB) Plan was prepared by the Canadian Centre for Safer Communities (CCFSC) in partnership with a local Steering Committee and local Project Team. Brandon's CSWB plan is a living document. New information, actions, and recommendations related to community safety will emerge regularly and the CSWB Plan reflects the data collected at the time of its development. This document provides a summary of the key elements of Brandon's CSWB Plan. For more information, please refer to the full CSWB Plan document.

Acknowledgements

Developing this Community Safety and Well-Being Plan was a collective and collaborative effort. Sincere gratitude is offered to the CSWB Planning Project Team, Steering Committee, and the community members who shared their perspectives, experiences, and concerns by attending the engagement sessions, responding to consultation questions, and completing the community safety and well-being survey.

Land Acknowledgement

We acknowledge Brandon is on shared territory between the Dakota Oyate, the Anishinaabeg, and the National Homeland of the Red River Métis. Today, many other Indigenous people call Brandon their home, including the Ininew, Anisininewuk, Denesuline, and Inuit. We recognize, honour, and respect the presence of Indigenous Peoples, past, present, and future.



Background Information

What is a CSWB Plan?

A Community Safety and Well-Being (CSWB) Plan is a strategic framework designed to help guide and inform local decisions and actions to enhance safety and well-being. There is no “one-size-fits-all” approach; each plan reflects the unique needs, priorities, and capacities of the community it serves, though common elements often overlap across jurisdictions.

CSWB aims to create sustainable conditions where everyone feels safe, connected, and supported, with access to education, healthcare, housing, income, food, and opportunities for social and cultural participation. Achieving this requires long-term, collaborative, and evidence-based efforts that respond to local circumstances and reduce crime, violence, and other risks.

Brandon, Manitoba

Brandon covers approximately 79 square kilometres of Manitoba, in the Southwest corner of the province. Located on the Assiniboine River, it is the second largest city in Manitoba, with a population of just over 51,000, according to the 2021 Canadian Census. Brandon is located on shared territory between the Dakota Oyate, the Anishinaabeg, and the National Homeland of the Red River Métis.

The Canadian Centre for Safer Communities

The Canadian Centre for Safer Communities is a national, membership-based not for profit organization that brings together urban, rural, and Indigenous communities across Canada to foster community safety and well-being (CSWB) through training, research, and knowledge exchange. We represent over 100 communities across Canada, and our work is guided by a broad concept of community safety and well-being that expands beyond criminal legal responses and reduced reliance on enforcement.



Foundational Principles

The development of Brandon's Community Safety and Well-Being Plan was guided by the following foundational principles, as articulated by the Steering Committee.

COURAGE

COMMITMENT

HONESTY, VULNERABILITY, AND TRUST

MEANINGFUL AND FLEXIBLE COLLABORATION

RESOURCEFULNESS

TRUTH AND RECONCILIATION

HONOURING EQUITY AND DIVERSITY

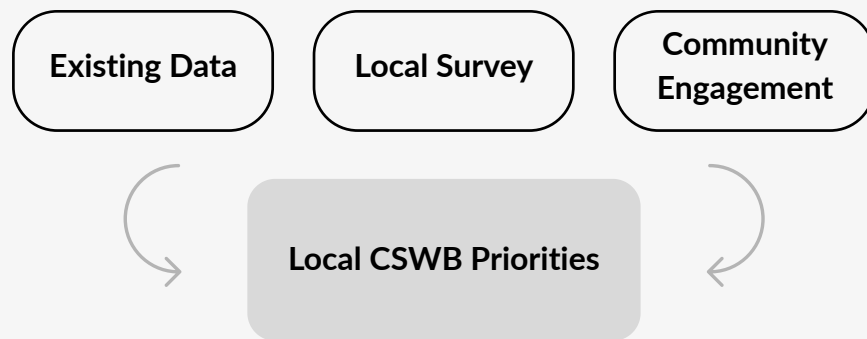
CSWB Plan Vision Statement

Those involved in CSWB planning in Brandon created this vision for the community:

Brandon is an inclusive, safe, and economically thriving city with a vibrant downtown, as well as accessible shared spaces and activities for all to enjoy. We are a community committed to supporting safe and affordable housing for all, as well as promoting and improving supports, services, and opportunities for everyone to thrive and prosper. Together we celebrate all cultures in the Spirit of Reconciliation, address disparities and the harmful impacts of colonialism, and invest in our community to foster dignity and pride.

Community Assessment

Brandon's CSWB Plan was developed through a comprehensive community assessment process conducted in 2024 that included reviewing existing data and information (e.g., Statistics Canada, local reports), conducting two CSWB surveys (one for the general population and one for youth) with over 1,640 respondents, and community engagement sessions with approximately 210 individuals from a diversity of groups in Brandon.



Local Strengths



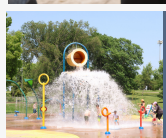
Strong Sense of Community



Diverse and Inclusive Culture



Collaborative Spirit



Accessible Programs and Services



Quality of Life



Optimism for the Future



Available Amenities and Location

CSWB Plan Priorities and Goals (1)

Priority 1: Increase Indigenous Peoples' Social Inclusion and Sense of Belonging, Including Increasing the Visibility of Indigenous Pride and of Indigenous Resilience.

- Increase education and respect of Indigenous cultures and Nations.
- Increase supports for all Indigenous Peoples including specific equity-deserving groups.
- Address the harmful impacts of colonialism and reduce racism and discrimination against Indigenous Peoples.

Priority 2: Reduce Racism & Discrimination for Diverse Communities

- Increase education, awareness, engagement of, and meaningful interactions with diverse groups, cultures and newcomers to Brandon.
- Increase visibility of pride and of resilience for diverse communities.
- Increase belonging for diverse communities, such as 2SLGBTQI+ and newcomers.

Priority 3: Foster Healthy Families, Children, and Youth

- Increase opportunities for youth recreation and social engagement, particularly low-cost, low-barrier activities for those who could most benefit from those supports.
- Increase understanding of unique experiences of children and youth in Brandon through more data collection, engagement, and analysis.
- Increase awareness and use of existing community services and programming.
- Coordinate efforts with existing strategies, including poverty reduction.

Priority 4: Address Mental Health Crisis, Substance Use & Addictions

- Increase education and understanding about mental health, substance use and addictions including availability and access of services, appropriateness and readiness for treatment.
- Increase access and reduce barriers to supports and services for adults, seniors and their families.
- Increase access and reduce barriers to supports and services for youth, their caregivers, and families.
- Increase positive experiences with services and positive health outcomes for Indigenous Peoples.



CSWB Plan Priorities and Goals (2)

Priority 5: Increase Access to Safe Housing & Shelter

- Increase the number of individuals in safe and affordable housing or shelter using a human-centered approach.
- Increase the number of safe and affordable housing and shelter options.
- Increase sustainable, inclusive and culturally appropriate housing outcomes for Indigenous Peoples.
- Increase accountability for change at a system level.

Priority 6: Enhance Health Care Stability & Infrastructure Accessibility

- Support municipal and community advocacy to higher levels of government to assist with health care related shortages and gaps.
- Support the advocacy of community organizations and affected residents to existing working groups concerning issues of accessibility and infrastructure.

Priority 7: Enhance Economic Vibrancy

- Increase business growth and opportunities.
- Improve accessibility to employment and business opportunities.

Priority 8: Increase Community Safety & Feelings of Safety

- Increase feelings and perceptions of safety and cohesion across all demographics and neighbourhoods, including downtown, 24/7.
- Increase the capacity and use of already existing Restorative Justice programs, particularly for youth.
- Build meaningful relationships between Brandon Police Services and community members, community organizations, and schools.
- Decrease rates of gender-based violence.
- Increase supports and opportunities for those reintegrating into the community after incarceration.

Priority 9: Increase Immigrant and Newcomers' Social Inclusion and Sense of Belonging

- Engage with diverse immigrant and newcomer groups in Brandon to understand and improve intersections and experiences with systems.



CSWB Plan Actions

Note: The actions listed below are examples from each category. The full list can be found in Brandon's CSWB Plan.

Actions Already Underway

- Continue to build on existing prevention programming to empower Indigenous families' voices, rights, and traditions and address gaps where needed.
- Continue to coordinate efforts with the business community and the City of Brandon Economic Development Strategy.
- Continue to advance economic reconciliation goals through municipal procurement and local business chamber education with Indigenous businesses and urban reserve development, as well as newcomers.

Short Term Actions

- Coordinate with multicultural and other groups focused on diversity and inclusion to increase opportunities for celebration and cultural events in the downtown.
- Develop engagement strategies with diverse immigrant and newcomer groups in Brandon to better understand and improve intersections and experiences with systems.
- Support an increase in capacity and promote existing programs that can provide financial support for youth recreation (i.e. Kidsport Manitoba). Offer application support for families.
- Conduct community circles to strengthen social connections and promote positive interactions amongst community members.

Long Term Actions

- Explore and present accountability mechanisms for the child welfare system to ensure culturally appropriate and equitable care for Indigenous children.
- Help identify processes and policies that create structural barriers for adults and seniors to access existing treatment and advocate for solutions (e.g., simplify intake for withdrawal management support, encourage extended service hours, make consent and privacy policies more responsive to people's needs).
- Advocate for local and provincial government interdepartmental collaboration for housing options including for those needing wrap around supports.

Next Steps

Now that Brandon's CSWB Plan is complete, next steps include the following:

- Establish an overarching CSWB Governance Structure to support implementation.
- Hire a CSWB Coordinator to facilitate the CSWB Plan implementation process alongside the Steering Committee and Priority Action Teams.
- Explore long-term sustainability of the CSWB Plan (governance, funding, etc.).
- Monitor and evaluate the ongoing impacts of the CSWB Plan implementation process.